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Master's Thesis

The Effects of fashion advertising  
messages via Facebook on User's  
Psychological Responses

February 2018

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## **Abstract**

### **The Effects of fashion advertising messages via Facebook on User's Psychological Responses**

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Since technology has developed, and especially smart phone with utilizing internet is the most influential part on major social media platform to become an important communication tool. This mechanism brought social media to become an important source to communicate. Marketing communication using social media has already been evaluated as business tools for luxury fashion brands to create the familiar emotions with reducing misunderstanding and prejudice toward luxury brands (Kim, Ko, 2011). Previous research demonstrated that psychological constructs explain a large part of consumer's consumption. For understanding the human's mentality connected to purchase intention, it is important to identify their psychological states and how these states can lead to get the desire of possess. This research sets the goal to find the significant psychological factors that could create the social effects and how these social effects mesmerize the consumers to buy the product.

From a literature review, this study is focused on Leibenstein's theory (1950), which are about three conspicuous consumption effects: Bandwagon, Snob, and Veblen effects. According to Leibenstein's work (1950), Bandwagon, Snob, and Veblen effects are the social tendencies to understand the consumer's demand. His

study suggested three social effects to understand the consumer's demand and how their consumption changed with variable situations. The previous researches are identified that conspicuous consumption is predominantly "psychological" in its motivation and expression there is a need for a separate construct focusing on the "psychological" elements. However, it was found that there are lack of research studies to apply the relationship between social phenomena and psychological motivations to understand the general consumption. Therefore, this study is the proposal experiment to see how different types of psychological emotions relate to social effects and stimulate to purchase intention.

This study is using diary method to investigate the user's response. The diary method is a primary method for collecting the qualitative research. The diary method is a method that asks respondents to express their immediate reactions.

This research is going to focus on the effectiveness of psychological emotions and consumer's react on different marketing messages. Based on the previous research, Facebook is assigned to be used representative social media network, and different types of eight marketing messages are organized to be experiment. Each marketing messages contain different types of psychological emotions related to social effects.

As a result, this research study is embracing Leibenstein's theory (1950) to examine the psychological emotions and his theoretical social effects influence consumers to get purchase intention. Consumers continuously do self-monitoring and self-improvement. Psychological emotions are important source to stimulate purchasing behavior but it needs to be careful to expose proper limit. This study is the basic step to study the interaction between human emotions and social

phenomena and further more how it relates to purchasing behavior. We hope this study is helpful to create effective advertisement with applying psychological factors wisely.

Keyword: Bandwagon effect, Snob effect, Psychological factor, Envy, Inferiority, Superiority, Scarcity, Purchase intention

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# **Chapter 1. Introduction**

## **1.1 Research Background**

Currently, Social Network Service has embedded in our daily lives, the fashion trend has also developed to color each individual's identity. As well as technology has developed and changed speedily, the social media is the important source to expose self-presentation and achieve their self-esteem. The majority purpose of using social network service is to expose their lives and develop relationships without limitation of physical apart. The social media such as Facebook, Instagram, and twitter became the important source to expose their self-display and communicate with others. Also, as well as growth of mobile phone firm on major social media platform to become an important communication tool. This social phenomenon makes people to expose themselves freely and find similar people who feel empathy. Especially, Korea society is the most hypersensitive about public gaze and people are always been self-conscious about fashion. A sudden industrialization and economic activation promote to globalize and Korea has experienced extraordinarily fast growth. This social situation aggravates Lookism and Materialism. These social atmospheres instigate to consider people's appearance and their academic clique to measure their social position. This mechanism also let people compare for self-motivated and imitate other supremacy such as their close friends, famous celebrities or people who are important to them. The emotional contagion creates the self-disclosure flow and people cling to strong-tie relationship in social network service with no acquaintance.

This tendency considered embracing the new marketing tool. The tremendous increase of social media has greatly changed the marketing environment and companies have begun to focus on SNS (social network service) as a new communication channel to reach out to their customers. Social media marketing is not just about delivering a message, but also about receiving and exchanging perceptions and ideas with the customer. Social media marketing is a two-way communication to anticipate positive contribution. Marketing communication using social media such as Twitter, Facebook, and YouTube has already been evaluated as business tools for luxury fashion brands to create the familiar emotions with reducing misunderstanding and prejudice toward luxury brands (Kim and Ko, 2011). The social media users are sharing substantive reviews and feelings from their daily life experience. The consumers want to know the real merits and demerits about the product rather than getting advertising information. Therefore, increasing number of firms is introducing different forms of social media into their daily business routines as well as their marketing strategies. Therefore, there were various aspects studies to understand the importance of targeting SNS users, but they could not clarify why the SNS advertisement is the rising marketing strategy yet and lots of studies tried to identify the factors that can lead consumers to purchase intention.

In addition, this study aims to examine the interaction between social effects and occurring emotion on online shopping behavior to provide deeper insights into consumer's purchase intention. Since the consumer's buying behavior highly has acquired a greater importance on online shopping, previous researchers studied the relationship between the psychological impulses to make purchase decision. The

previous researchers studied the occurring emotions through using Social Network Services and the relationship between the concerning of social status and psychological motivations for self-promotion. These psychological stimulations spontaneously encourage people to purchase positional goods to expose their self-image to the public and instigate people to be a trendsetter or followers who are very fashion-conscious.

Since the occurring emotions through using SNS caused to make the purchase decision, this mechanism can be explained different types of social effects. The occurring emotions can be defined as psychological factors and these psychological factors are the compounds to create the social tendency. The characteristics of psychological factors will be examined to find the connection of social effects in this study. Moreover, this study will identify the social tendencies and categorize the social tendencies to find which phenomenon can encourage people to engage in conspicuous online consumption.

## **1.2 Theoretical Background on Facebook**

Facebook was founded on February 4th, 2004 as a social networking service by Mark Zuckerberg in the United States. The main mission of Facebook is to connect people all around the world. According to a statistics value provided by Facebook, Facebook is one of several social networking sites; Facebook has over 1.35 billion active users (Facebook, 2014) around the world and also 90% of luxury brands are on Facebook (Kim and Ko, 2011). As technology continues to impact consumer shopping, users increasingly access Facebook with their mobile devices. Also, it is

important to note that more than 75% of Facebook users are engaged to online shopping (Facebook, 2014). According to Shin (2013), the research pretested that twenties age group in Korea is the highest group to use the SNS and Facebook is the highest rate of utilization of SNS in twenties.

According to a research, Facebook provides a service that allows people to search and find people online that they had met or have known in many different social contexts throughout life. They can express their feelings online by sharing a piece of writing, photos and videos. This mechanism let people stay connected and continue to develop their relationships even if they are not physically in the same geographical area. Facebook can be considered as a social service that provides people with an online space where they can build their own online characteristics and thus allows people to share their personal stories freely online, whether to public or limiting to their friends only. Facebook largely depends on networking effect, because the more users there are, the better they can connect with people and widen their friendship spectrum as a result. Therefore, creating and maintaining social relationships can be seen as the main service and role of Facebook.

The increase in the number of users on Facebook makes it the most useful and effective advertising marketing tool (Eun Seo Lee et al., 2013). One of the main advantages of Facebook as an advertising tool is the fact that information will be voluntary shared and spread with so many people that are connected online. Facebook users login to their account, via computers or mobiles, to view their own wall, where they can see their own posts or posts related only to them or newsfeed,

where they can see posts from their friends or related to their friends. Newsfeed will show the latest posts or popular posts from friends, so users can gain and get to know friends' recent stories. Facebook has a unique algorithm that allows users to see the most related posts and contents on their newsfeed at a given time. This algorithm is crucial in marketing communication and especially when implementing 'free advertisements' because we can maximize the effectiveness of the advertisement (Eun Seo Lee et al., 2013).

Based on the existing research claiming that the higher the preference of a person for social media (Facebook), the greater the effect of marketing messages delivered through social media, this research aims to investigate on how Facebook's marketing messages applies to social media (Facebook) users.

### **1.3 Rationale and Research Question**

Since the Facebook has based on developing social connection and exposing emotional outcomes, it is important to examine the relationship between various psychological factors and the social effects to stimulate the purchase intention. Previous research demonstrated that psychological emotions deeply intends to a large part of consumer's consumption. The materialism creates the social effects and various social effects interacts the trend, so it is important to be aware of psychological aspects and social phenomena. Due to the previous research, social network marketing messages fundamentally contain both utilitarian and hedonic motivations so it is important to find the stimulative factors that can boost the potency of desire. The previous researches are focused on defining the most

important motivation on consumer's shopping behavior, but they could not sufficiently explain complicated human behavior with single motivation. Therefore, to understand the human's mentality that connects to purchase intention, it is important to identify their psychological states and how these states can lead to get the desire of possession. This research sets the goal to find the significant psychological factors that could create the social effects and how these social effects mesmerize the consumers to buy the product. Since the social network service has taken main possession of fashion industry, especially 20s-30s aged people, this study will analyze the psychological characteristic factors of social effects and define the most influential stimulants to consumer's behavior and purchase intention.

So, followings are research questions:

1. What kind of emotions arouse from Facebook marketing message and how did this emotion relate to social effect?
2. What kind of social psychological phenomena are effective to consumers?
3. What kind of psychological phenomena on Facebook message do consumers get purchase intention?

## **Chapter 2. Literature Review**

Fashion is not only for the utility of covering own body but also representation of people's status and their self-concept. People become hypersensitive to adopt new fashion trend and consume tons of fashion products. Refer to the dictionary, "Trend" is the general course or prevailing tendency; drift. Understanding fashion trend is intimately associated to social tendency. The rising new rich middle class appears to spend luxury product and this new group gives sense of shame to other lower class. The gap between rich and poor is getting bigger and people are sensitive about their appearance and their status in the society. This social tendency instigates the susceptible Lookism and this appearance supremacy makes all status people to concern their fashion. This flow promotes fashion actively invigorate.

Fashion trend creates both "competition in possession" and "fitting in the crowd" in either a purchase for a luxury product or for an affordable product (Le, 2015). Fashion is not monopolized by rich people as exclusive property and activated to all different level of status. Consumers regard highly about their quality of life and they want to satisfy their personal sensitive taste. Following recent consumption environment, people admire diversity and distinctive personality to express them. This mood creates polarization between preference of high-valued and price destruction. In other words, high-priced luxury fashion and low-priced Fast Fashion can be coexisted. Consumers favor high-quality with low-priced, high-valued with innovation. Therefore, today's fashion market is very competitive and fast before be eliminated. The fashion industries are required to enhance expectation of consumers and satisfy consumer needs. It is important to



sight the interaction between social phenomena and costumers. Understanding the social phenomena is linked to determine the human genetic characteristics and how they react to the society. To understand the interaction between social phenomena and costumers, the economist Leibenstein (1950) theorizes about three distinct consumption effects: Bandwagon, Snob, and Veblen effects.

## **2.1 Theoretical background of Leibenstein's Theory: Bandwagon, Snob and Veblen consumption**

According to Leibenstein's work, Bandwagon, Snob, and Veblen effects are the social tendencies to understand the consumer's demand. His study suggested three social effects to understand the consumer's demand and how their consumption changed with variable situations. He proposed the three social effects with applying on conspicuous consumption and analyzed how consumers behave to fulfill their self-concept.

Prior researchers have identified bandwagon and snob effects: a need for conformity and a need for uniqueness (Shukla, 2008). The Bandwagon effect refers to "the extent to which the demand for a commodity is increased due to the fact that others are also consuming the same commodity" (Leibenstein, 1950). To be specific, Bandwagon effect is that people buy the same product that other people purchased and they feel comfortable with being social norm. People consider being in the same group to feel settled and safe. People create social norm which is the standard in the society. People prefer average people to understand each other

easily. This average preference considers the best and suggests people to follow. People feel satisfaction with being included in social norm. Social norm conveys the correctness and of its position and is difficult to ignore (Shukla, 2008). Bandwagon behavior appears in majority consumer groups such as celebrities, and fashions that approved success or relevance. Therefore, we could see bandwagon consumers are inter-dependent and norm-obedient (Shukla, 2008).

In contrast, Snob Effect is contradicting behavior with Bandwagon effect. With regarding to dictionary meaning of Snob is defined that “a person who imitates, cultivates, or slavishly admires social superiors and is condescending or overbearing to others” (Oxford dictionary, 2017. 11. 1). Snob consumption is occurred when people favor uncommon products and their demand declines when the product gets popularity. “The snob effect reflects the desire to be special and to differentiate oneself from the group” (Tsi,Yang and Liu, 2013). Snob consumers prefer exclusive or not well-known products and they refuse to own the product that is general public taste. People prefer non-conformity to prove their high status. They want to differentiate to be special and raise their valuable position higher. They feel pride to get confirmation of their prestigious position in order to purchase the unique exclusive product.

In addition, Veblen Effect is consequently related to snob effect. “By the Veblen effect, we refer to the phenomenon of conspicuous consumption; to the extent to which the demand for a consumers’ good is increased because it bears a higher rather than a lower price” (Leibenstein, 1950). The advanced expensive price arouses people to possess strongly. Rising price stimulates people to think valuable.

“The Veblen effect occurs when consumer preference for a commodity increases as its monetary value increases” (Tsai et al., 2013). However, contrary to Snob effect which is based on people’s desire of exclusiveness, Veblen effect is based on price.

Based on Leibenstein (1950)’s theory, previous researches applied his theory to examine social tendencies with conspicuous consumption. To explain Conspicuous consumption can be defined as “the act of buying a lot of things, especially expensive things that are not necessary, in a way that people notice” (Longman American Dictionary, 2000). Shukla (2008) argued that conspicuous consumption depends on spending more with comparing others. Conspicuous consumption is occurred for satisfaction, which is, derived from audience reaction rather their utility in use (Shukla, 2008). Therefore, conspicuous consumption is predominantly “psychological” in its motivation and expression there is a need for a separate construct focusing on the “psychological “elements. Shukla (2008) confirmed that conspicuous consumption is significantly and positively influenced by psychological antecedents. He studied with psychological factors and he found that consumers want to spend money for their symbol of prestige, symbol of success, and who am I most strongly. Kastanakis and Balabanis (2014) also studied the variation in conspicuous luxury consumption and both bandwagon and snobbish buying patterns underlie the more generic conspicuous consumption of luxuries. They confirmed these two social phenomena and they also proposed that both snob and bandwagon consumption patterns should not be disaggregated and understand consumer’s feelings.

Different emotions occur to different social effects and these social effects are

the driving force to developing economy. Several previous researches identified the existence of two competing social effects on purchasing intention, which are a possession of uniqueness, and a satisfaction from conformity. Also, they determined emotions could be significant factors to consumers' attitude toward product and brands. Prior studies examined snob and bandwagon consumption from luxury consumer perspectives. Also, to explain Veblen effect is the prestige group does not reduce their demand even if the economic crisis happens. This prestigious group does not care about increasing price and demand luxury continuously. However, this research is reflected same psychological social effects to inexpensive consumption and examine these social effects also result in the same as conspicuous consumption, therefore, Veblen effect will not examine on this study.

## **2.2 Interactivity between social structure of consumption and emotions**

### **2.2.1 Occurrence of different emotions via Facebook**

Taylor and Strutton (2015) studied the role of envy, narcissism, and self-promotion via usage of Facebook. Furthermore, they desired to sight the relationship between the emotions and conspicuous consumption. They cited the previous researches that Facebook is the popular and actively boost people to participate, but Facebook users rather feel unhappy. Facebook stands on basis of hedonic motivations and happiness, but the fact of matter is that envy and lower life satisfaction increases. Facebook users compare themselves to other users and

this comparison creates both positive and negative feelings. This study suggested positive feeling as narcissism and negative feeling as envy and these feelings encourage self-promotion. Facebook became the medium to provide people's best (happiest or most successful) moments when they are posting updates. People made full use of exposing their accomplished, superior position. Facebook is a display of identity narratives to select their pleasant part of life to control their impressions to others. Facebook users engage in evaluating self and find similar individuals to compare. This circumstance might trigger envy and narcissism. "Thus, Facebook users may find themselves alternatively envious and narcissistic within a single session of browsing newsfeeds of friends, depending on the valence of their comparisons" (Taylor and Strutton, 2015). Envy is defined as an emotion occurring when people desire to fill their lacked inferior achievement or possession. On the other hand, Narcissism is defined that the need for admiration and expression of self-importance. Narcissist tends to exaggerate their status. Both positive feeling of narcissism and negative feeling of envy promote to locate themselves to better place with aware individual self and multitudinous others.

### **2.2.2 Interaction between emotion and consumer's consumption**

Furthermore, Taylor and Strutton (2015) defined the positive and negative emotions (Narcissism and Envy) via Facebook and examined the relationship between these emotions, self-promotion, and extended to conspicuous consumption. Since Facebook is the medium offers to present individuals idealized self and this

concept extended to conspicuous purchase to display positional goods to express dreaming of self. “Regardless of whether they perceive themselves as superior or inferior to those with whom they compare, Facebook users’ social comparisons should motivate them to self-promote” (Taylor and Strutton, 2015). This self-promotion leads to conspicuous consumption to prevent inferiority or fulfill superiority. Through Taylor and Strutton (2015) study, they found that Facebook users’ envy and narcissism engage in conspicuous online consumption to escalate their higher status.

According to Huyen Trang Le’s study (2015), he argued that the role of envy is the basis of consumer’s purchasing behavior in fashion industry. There are several motivations which affect consumers to purchase products such as the purpose of utility or emotions. Especially in his study, he focused on envy to understand different types of consumption. He argued that envy is the key driver in consumer’s buying behavior. Envy appeared various reflections and these emotions connected to different types of emotional motivations. Huyen Trang Le (2015) identified envy in two: Benign envy and Malicious envy. Benign envy supports the will to purchase the same product that other own, while malicious envy supports the will to purchase better one than others. His study explained different types of purchasing consumption with these two kinds of envy. Also, he studied the relationship between conspicuous consumption with Bandwagon, Snob, and Veblen effects and feeling of envy. “Depending on the form of the feeling of envy either the *being envious feeling* or the *being envied feeling*, a conspicuous consumption results under Veblen effect, Snob effect or Bandwagon effect” (Le, 2015).

Through several studies about feeling of envy and different features of envy, the relationship between emotion and buying behavior is verified. This research work would like to embrace the previous researches that Envy is the fundamental emotion to lead other feelings. As Huyen Trand Le identified two different positive and negative aspects of envy, this study classified benign envy generated as Bandwagon effect when malicious envy or in other word, Narcissism, generated as Snob effect. Both benign and malicious envy arouses the feeling of inferiority and superiority also occurs. Inferiority and superiority can coincide and contradict each other to motivate purchase intention. Depends on which feelings are crucially activated, the motivation emphasizes either bandwagon effect or snob effect. Therefore these interdependent psychological factors will be examined social tendencies to find the strong implication to demand. Understanding each or united emotions to emerge social effects, this study expects to define the buying behavior.

## **Chapter 3. Research Propositions**

### **3.1 Bandwagon Effect- Envy, Inferiority**

According to Niels van de ven, et al's work, the bandwagon effect is the phenomenon that people compare their situation to that of others, and they want what other people have. Such terms describe that consumers' preferences depend on other people's possessions. Therefore, bandwagon effect is to follow other people's opinion with mob motivations and mass psychology (Leibenstein, 1950). Being conformity became the psychological factor to influence consumers to feel envy and promote to purchase the same products. Consumer's propensity is depended on other's opinion to engage in mass. The feeling of Envy usually defined as a negative emotion but also can be mediated to be better person. Envy is an emotion associated with a desire to reduce the gap between oneself and the superior other (Miceli and Castelfranchi 2007; Smith and Kim 2007) and consumers focused on other people's opinion to be part of them without their own ideas. Especially from bandwagon effect perspectives, benign envy appears to promote purchase intention. Benign envy aims to encourage people to buy the desired product to establish their status. On the other hand, benign envy can raise inferiority. People feel uncomfortable when they are not fitted or not being similar in their social group. This status-maintenance considered as inferiority. Therefore, the bandwagon effect is categorized in two psychological characteristic factors; Envy, and inferiority. These two factors stimulate consumers to imitate other people for intimacy and these motivations influence consumers to purchase intention. Testing the bandwagon effect with psychological factors; envy and



inferiority, the experimental sources will be Facebook star and celebrities. Facebook star or celebrities are the most envy object to give attention and eager to follow their style. SNS stars and celebrities can bring effectiveness to word-of-mouth and recommend products to boost purchase intention.

In order to test the factor; envy, SNS stars especially on Facebook and celebrity will be experimental elements on this research Facebook marketing message experiment. SNS Stars are the ordinary people created to share their ideas and their lives. SNS Stars refer to people who created interesting contents to build their self-image. With their creativity, they formed their own fan. Numerous fans communicate and share opinions with SNS stars and vigorous activities attract public gaze and SNS stars' reputation are escalated. SNS stars gain power to convince their fans and other SNS users to participate. SNS stars broadcast about their lives to build a self-image with which fans can be envied or admired. Therefore, SNS stars' reviews and references about the product can give a big impact on customers. As well as SNS stars, Celebrities are the people who gained fame especially in entertainment such as films, music, writing, sport, etc. Celebrities are very familiar to public due to expose themselves through mass media. They are admirable existence who can create social comparison and provoke envy and directly influence individual's personal lives. Celebrities easily become beauty criterion in our society and fans chase their stars for improving their self-image. Fans imitate their admired object and feel satisfaction with decreasing the gap. Exposing SNS stars or celebrities on advertisement will provoke envy and this study expects envy can lead people to pay attention to advertising message more easily. Through these messages, following proposition

will be tested:

**Proposition 1.1: Containing strong stimulations of envy give positive effect to get interested in SNS marketing messages**

Testing the psychological factor; inferiority, this study will expose the messages with containing social comparison. People are very sensitive to be fall behind the times and fashion trend. Especially, Korean society is very competitive, so is applied the survival of the fittest in our society. Society required to be perfect and forced to update hierarchical status frequently. Therefore, the materialism is getting worse and social comparison is intensified in society. People are getting used to compare themselves with others and find the breakthrough for self-growth. Self-monitoring process provoke inferiority. The experimental messages will stimulate the feeling of inferiority. One message will expose the ranks of products and show the progress to decide the ranking. People will see the best and worst ranks of product and few participants can find their experienced product in lowest rank. Through exposing ranks, people can feel inferiority not to know the best product and eager to try out. Another message will expose the inferiority with performance by actor. The actor's eye turn upon better clothes on other model and feel inferiority with her own fashion. Through these messages, this leads us to the following proposition:

**Proposition 1.2: Disturbing the inferiority gives positive effect to get interested in SNS marketing messages**

### **3.2 Snob Effect- Superiority, Scarcity**

Contrasting to the bandwagon effect, the Snob effect refers to the extent to which the demand for a consumer's good "is decreased owing to the fact that others are also consuming the same commodity or that others are increasing their consumption of that commodity" (Leibenstein, 1950). This reflects the desire of exclusiveness. Usually fashion leaders are obsessed to the exclusive products and they lose their interest when it becomes general. Since human being is a social animal and cannot live alone, social comparison is frequently occurred and evolved in human history. Through social comparison, human found the similarity and difference, and used to self-enhance and self-improve. Especially, in snobbish behavior, people rather arrive safe with securing same commodity as others, they willing to spend more for different product to be distinguished among the crowd. The uniqueness and exclusiveness is the most important requisite for snobbish consumers for deciding buying behavior. Therefore, scarcity is the key point to make people compete to possess. Through owing exclusive possession, people feel superiority and this social effect encourage excessive consumption. Strong sense of rivalry promotes people to focus on accomplishment on the product rather than the necessity of product. Therefore, the snob effect is classified in two psychological characteristic factors; Superiority, and Scarcity. These two factors stimulate consumers to be special and differentiate from others and willing to keep up their dignity becomes the motivation for purchase intention.

In order to test the psychological factor; superiority, the experimental messages will be exposed by extravagant model to give anxious and uncomfortable moods to

customers. The sense of vanity and showing-off usually evaluated impudent and arrogant people but at the same time, their superiority became the admiration. The inferiority and superiority occurred all at the same time, so it is important to understand how superiority boosts people to get inferiority and eager to develop them to be superior. The supremacy can prove their taste and their high-class status; the superior people can give the trust and loyalty about the product. Another message will be exposed for VIP group. VIP is abbreviation for “Very Important Person”. This group is treated as honored guest and gets special offers. Customers are eager to be treated as honorable guest and their self-esteem gets higher. In order to keep their dignity, they continuously purchase the products and their loyalty toward company can rise. Therefore, for examining the superiority, two different types of messages will be exposed and expect the superiority will be stimulation related to decide buying behavior. Therefore, following proposition will be tested:

**Proposition 1.3: Accentuating high superiority of the product give positive effect to get interested in to SNS marketing messages**

Testing the snob effect’s psychological factor; scarcity, Limited edition or Special events by order of arrival will be exposed to examine. These demonstrations are principal resources to evaluate the exclusiveness. There are two types of scarcity messages to measure which are limited-time scarcity and limited-quantity scarcity. Scarcity stimulates customers to feel more special, unique, and valuable. Consumers feel urgent to purchase the scarce commodity and feel this commodity as valuable and attractiveness. After taking possession of limited scarcity, consumers feel of being chosen. Limited Edition is designed to differ in

quality to offer special designs or special benefit to discriminate from ordinary customers. In order to offer the difference, customers who possess the exclusiveness can gain pride and satisfaction toward product. Another message will be exposed with special events by order of arrival. This message is directly related to limited-time and limited-quantity scarcity. The company created anxiety and tension toward the product and encourage customers to decide impulse buying. Through imposing limitation, consumers can falter to think the necessity of the product and they can focus on their emotions after losing the special offers and event. Therefore, this leads us to the following proposition:

**Proposition 1.4: Accentuating high scarcity of the product give positive effect to get interested in to SNS marketing messages**

Moreover, purpose of studying the characteristics of SNS marketing is to develop to increase the purchase intention. This study will test the proposition to find how the psychological factors can influence customers to get attention to the advertising messages and this study would go even further and suggest this influence can lead to purchase intention.

**Proposition 2: Significant interest on SNS marketing messages can influence on consumers' purchase intention.**

### 3.3 Conceptual Framework

This study suggests psychological emotions that provoke the social effects fascinate consumers to get interested in marketing messages. Also, significant interest on SNS marketing messages can lead consumers to get purchase intention. This research model is shown below <Figure 3-1>. Each psychological emotion leads to respond on messages and consumers gain interested in each message. Furthermore, this study expects consumers can get purchase intention.

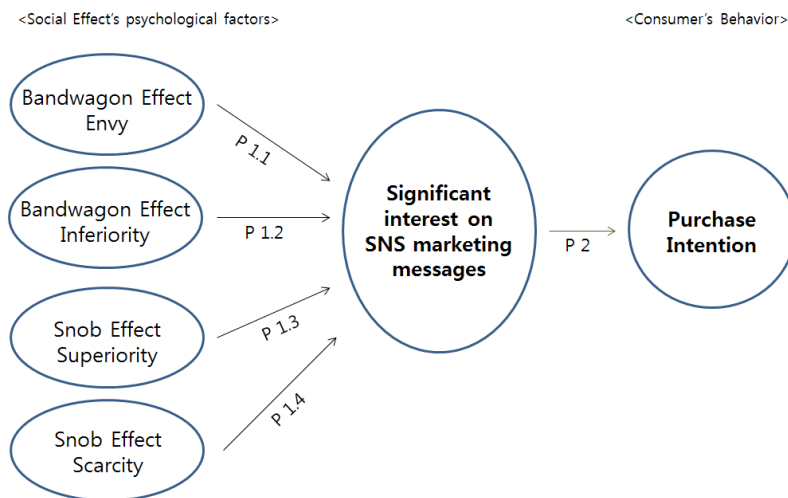


Figure 3-1

## **Chapter 4. Methodology**

### **4.1 Previous Research on Social network service marketing activities**

#### **4.1.1 Characteristics of SNS marketing**

For understanding the interaction between Social network service and users, the previous research works tried to find the motivations that Social network marketing activities give that can also influenced to purchase intention. According to Kim, Kireyeva, Youn (2014), the characteristics of SNS marketing messages classified as Interactivity, Information-provide, Enjoyment, and Reliability. The study defined that Enjoyment and reliability had positive influenced upon the consumer's awareness and it drives to purchase intention and recommendation. Heinonen (2011)'s work was specified Entertainment is the most influential to consumer's consumption, participation or production. However, both works has lack of understanding variables of characteristics of SNS activities.

#### **4.1.2 Utilitarian and Hedonic motivations on online shopping behavior**

Researchers (Babin et al., 1994; Holbrook and Hirschman, 1982) identify two shopping motivation dimensions: Utilitarian and Hedonic. Anderson et al. (2014) studied each characteristic of SNS, categorized in two values: Utilitarian and Hedonic values. Interaction and playfulness, reliability, bargain perceptions are

classified as hedonic values and Information access, time saving, and convenience of access classified as utilitarian values. There is a contrast between Wu (2009) and Anderson et al. (2014), Anderson reported that Time saving is influenced to purchase intention and information and experiential shopping is influenced to loyalty and loyalty influence the purchase intention. However, Wu (2009) found both Utilitarian and hedonic shopping motivations are important to consumers' purchasing and loyalty habits in online. However, hedonic value had greater influence on satisfaction than Utilitarian value. The previous studies suggested that enterprises should provide utilitarian and hedonic messages regularly rather than defining which value is more important to be contained in SNS marketing messages. Only one aspect cannot be influenced to consumer's behavior and both motivations need to coexist and it creates the synergy effect.

## **4.2 Diary Method**

Due to lack of social media research, especially Facebook marketing messages, this research is going to categorize the marketing messages according to different types of psychological emotions related to social effects. This study explores consumers' response about each exposed Facebook marketing messages through examining experiential truth and experimentation. Therefore, in order to investigate the user's response per each marketing message this research makes use of the diary method for investigation.

The diary method is going to be used as the primary method for collecting the qualitative research. This is because, unlike most of the existing research, which



only look at and explore the characteristics of different types of marketing messages, our research is going to focus on the social effects of different marketing messages with containing different psychological factors. Instead of gaining data from a survey, this research is going to conduct the diary method. The diary method is a method that asks respondents to express their the first thoughts that come to their mind when they look at the Facebook marketing messages, instead of relating back to previous experience or memory. Rather than surveying about the Facebook, where people's opinions more depend on previous experience, the diary method can catch the respondents' immediate reactions. Through diary method, it is possible to analyze the individual's typical or average experience, and how do people differ in these averages. Rather than setting the limited questions to scale (e.g. survey), the researcher can investigate the variability what they could not expect. Since previous researches focused on conspicuous luxury consumption, this study will be proposal experiment to see social tendencies can be applied on general consumption. Therefore, the experiment will be an empirical study to understand public consumption for future study.

The experiment proceeds to 20s-30s age of women, and the different Facebook marketing messages will be exposed for 8 days. The participants are recruited by Survey Company with referring condition of 20s-30s aged, active Facebook users. Participants fully understand the reason of this experiment and also the description of the psychological factors are provided on every single experiment. Each psychological factor experiments during two days. As a result, this experiment obtains total 53 women's diaries. The marketing messages are selected the actual ongoing contents that is found from Facebook. Due to the lack of fashion clothing

marketing messages on Facebook, the existing ongoing cosmetic Facebook messages will be exposed. After studying the existing messages, we would like to suggest the most influential factors that fashion industry can apply on their messages.

Only one type of marketing messages will be shown on a single day, so that the participants would not refer back to what they have seen previously and their first thoughts on the different marketing messages are prevented from getting mixed. The diary template will provide a template with few qualitative questionnaires and categorized by psychological factors in social effects. The respondents will have full understanding of which psychological aspects will be experimented from exposed Facebook marketing message before starting to answer the questions. The question format is going to ask about the message on Facebook that they saw on that day and write about their thought from the message that they receive. The participants were given a template with questions as a guide when documenting the diary and were told to write down their thoughts based on these questions. However, these questions were not given to be completely answered but as aiding participants in the recording process, in terms of what aspects they should focus on when writing down their thoughts. The three questions for each Facebook messages will be provided as guide. After gathering the completed diary template, we will be analyzing the content. From the content analysis, we are able to see some patterns. Then the patterns will be analyzed in order to make a conclusion.

## 4.3 Samples and Templates

In this research, in order to see the response of Facebook users, containing different types of psychological characteristics factors on each marketing messages are exposed into the following eight advertisements types:

### 4.3.1 Advertisement Type 1. SNS Stars to test Envy

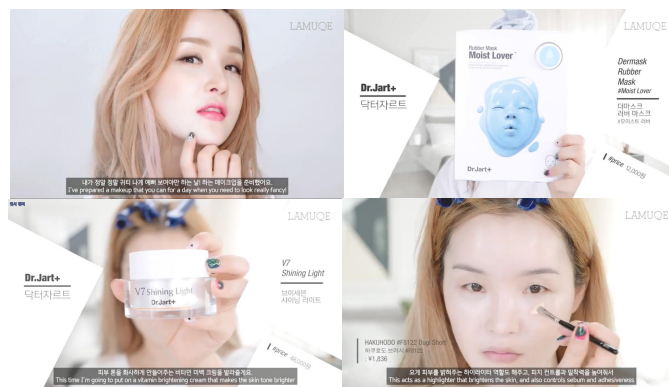


Figure 4-1

[Advertisement Type 1] exposed the product through SNS stars to test Envy. This type of advertisement is via SNS star and her creative contents on online and indirectly exposed the specific product to publicize. SNS Stars are usually ordinary people but who are very creative and famous through internet. They are new trendsetter to wield strong influence recently. Especially, SNS stars utilize to record the video of them and share their life stories, ideas, reviews, etc. SNS stars designed their own self-image and concept to express through their contents on SNS and especially, beauty creators are tremendously popular in these days. Beauty creators recorded to show their make-up skills and recommend the

cosmetic products with showing their skills naturally on the video. During the video, SNS star can show how to use specific product successfully and share their thoughts about that product. In order to see the video, the audiences can learn new information and get curiosity about the product. Especially, the fans are easily getting interested in what their SNS stars recommended and easily decide to buy the same product as SNS stars use. Fans are the ordinary people who would like to worship and follow SNS stars' life. They easily feel envy and trust toward SNS star and they want to experience the same.

For getting the successful results, we gave 3 questions to answer during the diary experiment proceed.

1. Do you feel envy of content creator, like Facebook star or follow their SNS account to see their life stories?
2. Did you get curiosity about the product that Facebook Star recommended after watching this Facebook message?
3. Would you like to buy the same product that Facebook Star recommended on the video?

### 4.3.2 Advertisement Type 2. Celebrity Stars to test Envy



Figure 4-2

[Advertisement type 2] exposed the product by celebrity stars to test Envy. This type of advertisement is via celebrities who made the contract with the company to be a model of commercial advertisement. They are exposed the product with their beautiful appearance and easily appeal the general public with their fame. Celebrities are public figure to expose themselves via mass media and selling their image. Therefore, they already have their own self-concept and formed fans to worship them. Unlike the Facebook star, celebrities got sponsored by company and appeared on commercial advertisement. The company selects celebrity who can stimulate to admire and arouse the public to enthusiasm. Especially, the mania of particular celebrity usually feels envy and easily imitates their stars. Fans are desire to possess and collect any kinds of goods related to their famous stars. Therefore, lots of companies try to cast the most famous celebrity at that time because the general public can make buying decision depends on familiar and intimate imaged. People would like to follow the trend and usually famous celebrity advertises the famous product at that time. In order to expose the advertisement with celebrity,

people easily pay attention, buy the product related to their star, and the social crowd created. This social crowd encourages more people to follow the trend and stimulate to purchase the same product.

Therefore, followings are the 3 questions to answer during the diary method experiment:

1. Do you feel envy of celebrity and admire her beauty after watching this video?
2. Do you get positive impression of the product's quality depends on the fame of celebrity?
3. Would you like to buy the same product that celebrity recommended on the video?

### 4.3.3 Advertisement Type 3. Ranking to test Inferiority

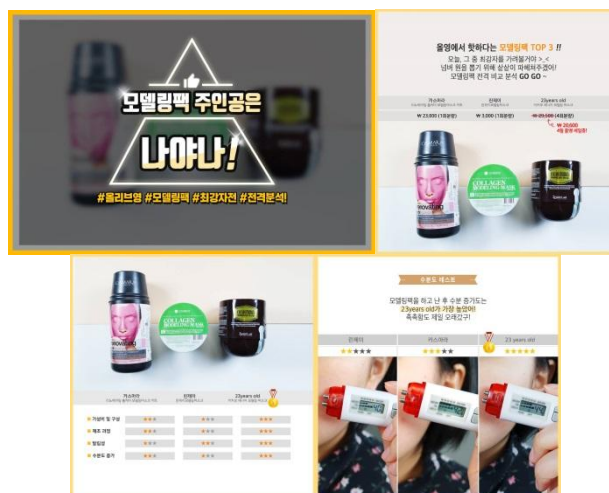


Figure 4-3

[Advertisement type 3] is exposed advertising products with ranking to test inferiority. This type of advertisement is composed comparative evaluation of the product to stimulate the inferiority. In order to determine the ranking, people avoid minor preference depending on other people's reviews of the product. Separating hierarchy is directly exposed both superiority and inferiority of the product and consumers consider the social position to estimate the product's quality. Especially, consumers who experienced the inferior-ranked of product feel hurt their self-esteem and are willing to possess better product. Exposing the social position boosts people to focus on superior rank and gain good impression toward product. Also, consumers feel tired of their used product and eager to bring up to date for self-improvement. Consumers consider other people's reviews and judges to follow majority preferences of society not to fall behind. According to [Advertisement type 3], this message will stimulate people to feel inferiority with their original possession and lead to better purchase in future buying behavior. The inferior-ranked maximizes the product's dissatisfaction and encourages consumers to purchase intention.

Followings are the 3 questions to test the inferiority during diary method experiment:

1. Do you feel inferiority if your favorite product is not on the first place on the rank?
2. Do you think this kind of comparative analysis messages is helpful to judge the quality of the product?
3. Would you like to buy the first place of the rank product after seeing this

message?

#### 4.3.4 Advertisement Type 4. Direct exposed inferiority to test Inferiority



Figure 4-4

[Advertisement type 4] is advertising social commerce application to test Inferiority. This type of message is ordinary commercial advertisement with performing by two models to show Inferiority. Through this advertisement, people concentrate on video because of sympathizing situation in our daily life, and learn the social commerce application to improve their fashion. This experiment named inferiority, when people catch their eyes to other people's fashion and think their fashion is less attractive than others. In order to compare themselves, people are eager to possess better one and eager to improve their position. The feeling of Inferiority seems negative but this could stimulate people to desire self-improvement. This experiment generated inferiority and made people feel anxiety to fall behind the trend. Also, we would like to see how people overcome their inferiority.



Followings are the 3 questions to test the inferiority during diary method experiment:

1. Do you feel afraid to be judged your fashion from public gaze?
2. Do you think this advertisement successfully stimulate inferiority and eager to do self-improvement?
3. Would you like to try on this mobile application for self-improvement?

#### 4.3.5 Advertisement Type 5. VIP to test Superiority



Figure 4-5

[Advertisement type 5] is exposed the message only for special guest and see how consumers react to their status. The company creates the hierarchy and treats consumers by social standing. The class is divided by how much consumers spent, and VIP is the highest class who showed loyalty toward company. Consumers feel superiority and confidence from their status and they would try hard to keep their

proud status. Consumers would like to prove their social class and show off their superiority. Guarding their title is important to VIP group and consumers are happy to get special offers from company. The company offers special events or gift to VIP and serves them valuable. Through [Advertisement type 5] is experimenting how consumers feel about their status and psychologically change depending on position. Also, this experiment will test VIP group consumers would get more purchase intention for protecting their status.

Followings are the 3 questions to test the superiority during diary method experiment:

1. Have you purchased the products to accumulate points to be honored as a VIP?
2. Do you feel pride when you become a VIP and get this kind of special message?
3. Would you like to participate in this event as a VIP guest after getting this message?

#### 4.3.6 Advertisement Type 6. Direct exposed Superiority to test Superiority



Figure 4-6

[Advertisement type 6] is exposed direct superiority and sees how consumers react toward the message. This advertisement performed by one model to express her superiority and she reviews the exposed product. The model shows off herself as high-maintenance woman and expresses strong superiority. However, this experiment tests how consumers respond to this kind of message and consumer's purchase intention after watching this video. The audience can feel uncomfortable but they concentrate on the advertisement and get curiosity about the exposed product. This experiment studies how people react to other's superiority and desire to be superior as well. The experiment tests the psychological change after watching this video, and sees how much consumers concern about superiority.

Followings are the 3 questions to test the superiority during diary method experiment:

1. Do you think this arrogant model can appeal the superior quality of the product well on this advertisement?
2. Do you think directly expressed superiority would help to advertise the great quality of the product?
3. Do you get purchase attention about this product that got recognized by luxury brand-lover model?

#### 4.3.7 Advertisement Type 7. Limited Edition to test Scarcity



Figure 4-7

[Advertisement type 7] is exposed Limited edition product to test scarcity. This type of message is testing how consumers regard exclusivity valuable. This advertisement exposed limited edition version of cosmetic product and see consumers gain purchasing desire. Limited edition gives the various changes to the existing product and makes the product more exclusively. Usually, the existing cosmetic product's case design or any special occasion is offered as limited edition. This specialty stimulates consumers to get exclusiveness and feel confident.

Special case design with original product still can intend consumers to buy and consumers are proud to possess. Consumers know the limited edition is more expensive with same quality, but consumers pursue happiness from possessing exclusiveness. Limited edition encourages consumers to buy for distinction, uniqueness, and valuable. This experiment expects consumers feel proud when they possess scarcity and limited edition can successfully lead to purchase intention.

Followings are the 3 questions to test scarcity during diary method experiment:

1. Do you feel pride when you own the limited edition product?
2. Do you want to buy the limited edition product even if you don't need one after getting this message?
3. Would you like to buy the limited-edition product just for scarcity value?

#### 4.3.8 Advertisement Type 8. Order of Arrival to test Scarcity

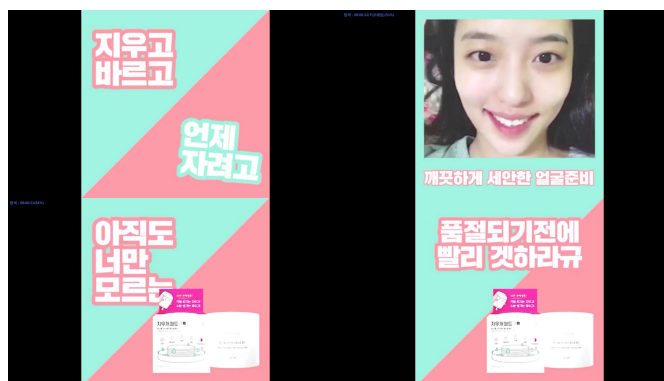


Figure 4-8

[Advertisement type 8] is exposed event message to participate with limited time and quantity to test scarcity. This experiment examines this kind of advertisement makes people to feel nervous and pressure to lose chance. Lots of people tend to do impulse buying for hedonic reason. Precondition such as special events or limited quantity or time stimulate people to do impulse buying. Especially, this experiment will emphasize the limited time to participate on event and induce consumers to buy the product without any plan. The scarcity makes people nervous and urgent and this factor can intend consumer to purchase.

Therefore, followings are the 3 questions to answer during the diary method experiment:

1. Do you feel nervous if the product is remained limited amount?
2. Have you ever participated in any event just for fun, even if you don't need the product?
3. Would you like to buy the product to stock for the future after receiving this message?

## **Chapter 5. Analysis and Result**

The qualitative survey is constructed with 4 psychological factors and is experimented each factors for two days. The respondents received Facebook marketing message sample and templates by their mobile phone. The website link is sent to each respondent mobile and they asked to answer each questions anytime they are available before the day is off. The data is evaluated to find the similar opinions and judge the effectiveness of each factor by the majority's opinion. Therefore, following data analysis especially highlight the major opinion and the extraordinary thoughts.

### **5.1 Advertisement Type 1. SNS Stars to test Envy**

[Advertisement Type 1] exposed the product through SNS stars to test Envy. This advertisement is created by one of the famous SNS star, "Lamuqe". During the video, she showed her make-up tutorial step by step with reviewing each cosmetic product's positive advantage. She showed how to use the product properly and successfully and also explained how this product works well for her. She explained the useful way to apply the product and also introduced her own tips about the product. Fans or ordinary audiences are visiting SNS stars' site for getting new tips or interesting reviews so it is the most important part to concentrate on utilizing SNS stars as advertising marketing strategy. In order to accept the information from SNS stars, audiences are getting curiosity about the product and learn the instruction of the product. Some of the fans or audiences can also eager to use the same product as SNS stars and want to experience same effects as SNS stars explained on their sites. People got trust toward SNS stars

because of number of the fans that they got, and they could easily worship the SNS stars to promote themselves. People would like to learn and earn lots of information from SNS stars and imitate to buy the same products. They believe their stars' review and ideas and easily get good impression toward the product that SNS stars used.

According to the data analysis of the diary method, 1<sup>st</sup> question is about whether Facebook users are positive and open-minded to SNS stars and willing to support SNS stars' activity. People are interested in contents creator and would like to absorb the information from SNS stars.

Following table is the number of participants' responses toward the message:

Question /Answer	Yes	Mutual	No
Q1	35	3	15
Q2	42	8	3
Q3	28	16	9

Table 5-1

35 of participants are agreed to question No.1, and they are eager to keep watching SNS star's contents. 3 of participants answered that the advertisement is interesting and helpful but they do not feel like to follow SNS star's content later. 15 participants did not show any interest. 35 of participants on this experiment answer that they already followed SNS stars to keep watching their activities and they followed averagely 4 contents creator to be fan of. Lots of participants declare to be fan of SNS star after watching video. They would like to learn new information and believe it is helpful for their future buying decision. Since, the



participants are 20s-30s aged women; they are very interested in beauty and cosmetics, so they envy other woman who can do well on make-up with healthy skin. People prefer to follow the beauty creator because they can see the shape of the product, how to apply on the skin, and the effect after using the product. SNS stars provide the indirect experience through their contents video and people get trust of the specific product that SNS stars reviewed. Followings are the major opinions about 1<sup>st</sup> question.

- ✓ I have lots of interest on cosmetic so I normally research the reviews and comments about cosmetic product. This SNS beauty creator shows how to apply on the skin more efficiently and evaluate the product in detail so I would like to follow her contents to keep supporting her activity.
- ✓ This content contains commercial advertisement about the product. However, it is interesting to see SNS star provides her beauty skill with exposed product on the video.

2<sup>nd</sup> Question about whether the participants get curiosity about the product after watching this Facebook message, most participants said that they got good impression about the product. Also, lots of people also mentioned that they are first concentrated on make-up skills but they also got interested about the product that SNS star used during the video. 42 participants showed positive attitude about SNS star's content and the exposed product. 8 of participants said they just concentrated on overall story of the video but they did not get any interest about the product. Only 3 participants said they did not get any interest to either SNS star or advertising product. Therefore, followings are the major comments that

respondents made in their diary after seeing [Advertisement type 1] given:

- ✓ This advertisement makes me feel that the exposed product can help my skin dramatically so it attracted me to buy the product and imitate how SNS star applied on her skin. As well as the interesting information of the product, the make-up tutorial was also interested.
- ✓ At first, I focused on SNS star's make-up tutorial but this video attracted me to get interested in the presented product. Therefore, I am planning to research more about the specific products that SNS star introduce and willing to buy it.
- ✓ I focused on the product first, because it is important to take good care of the skin before do make-up. SNS stars already got good skills, so I rather get the review about the product and concentrate to learn the skills later. I think there is nothing that both good quality of product and good make-up skill are important.
- ✓ I like SNS stars' reviewed video, because it is more helpful to learn the detailed instruction of the product use and it is more attractive to see the evaluation of the product than commercial advertisement.

3<sup>rd</sup> question examines respondents to get the desire to possess after watching the video. Almost half of 28 participants would like to buy the product immediately, and 16 participants got positive impression about the product but they did not practice impulse buying behavior immediately. However, these participants were willing to consider buying the product when necessary. Only 9 participants are not interested in this message. Therefore, followings are the major opinions that

participants answered:

- ✓ I would like to consider buying the product, but I don't think I will buy the product right away because I have already in use.
- ✓ I would like to test the sample to see the product is also effective for my skin.
- ✓ If the product is fitted perfectly with me, I would like to buy the product.
- ✓ I believe SNS star would advertise the product when they really experienced good result. Therefore, I trust this advertisement as much as I trust SNS star. I got good impression about the product after watching this video.
- ✓ I wasn't interested in the product first, but after watching the video, I learned detailed instruction and components of the product. So I would like to buy it.
- ✓ It depends on product, but I normally would like to buy the same product. However, expensive or unknown brands would be the consideration to decide buying behavior.

[Advertisement type 1] which exposed the product by SNS stars, viewers gained positive impression about products and SNS star. People would like to imitate SNS stars and accept their recommendations positively. People gained positive envy to SNS stars, so they follow and receive their SNS stars' exposed useful information. People support their star as a teacher to promote self-motivation. People comfortably accept the advertisement via SNS star and consider to decide their

future buying behavior. [Advertisement type 1] could not lead to immediate purchase intention but quite successfully deliver the advertising information to viewers. Also, viewers got positive impression about the product. Therefore, proposition 1.1 which is containing strong stimulations of envy give positive effect to get interested in SNS marketing messages, is supported.

## **5.2 Advertisement Type 2. Celebrity Stars to test Envy**

[Advertisement type 2] is exposed the product by celebrity stars to test Envy. This advertisement is performed by celebrity who is famous with her beautiful face and good skin. This is commercial advertisement designed from luxury brand and the celebrity performed in the video is the model under exclusive contract with the brand. In the advertisement, the celebrity creates to show her private life. She came out with comfortable outfits and she seems she just washed her face. This advertisement explains the steps of her skin care and how to make the face slimmer by using her skin care product. Overall scenario of this content is performed by celebrity to show how to use cosmetic products appropriately with showing her beautiful face. This advertisement especially targets 20s to 30s aged women to build the familiar image about the brand. *Yves Saint Laurent* is the luxury brand that is not easy to decide to possess frequently because of expensive price and prejudice against luxury brand. Therefore, this message tries to contain familiar situation and show celebrity also makes lots of effort as ordinary people to stay young and beautiful. According to this type of message, celebrity can lead sympathy as a woman who desires to be beautiful. On the other hand, celebrity can also be envied with her beautiful face and stimulate people to buy the same

cosmetic product.

Analyzing the data of the diary, following table is the number of participants' responses toward the message.

Question /Answer	Yes	Mutual	No
Q1	25	3	25
Q2	46	3	4
Q3	18	14	21

Table 5-2

The 1<sup>st</sup> question is about whether respondents feel envy to celebrity after watching video, the majority of participants showed positive attitude to celebrity. However, at the same time, participants have prejudice against celebrity to achieve great reputation, fame and fine positive attitude. 25 of participants said they feel envy to celebrity's beauty and admire them. However, another 25 participants said that they envied celebrity's beauty but at the same time they did not want to admire celebrity. Consumers already grasp the meaning of relationship between company and celebrity, and they already understand how company makes a profit to make successful advertisement with selling celebrity's reputation. The respondents rather concentrated on their envy, they considered celebrities should have positive image. Positive image is the soul of celebrity and especially celebrity in commercial advertisement appeal selling their image to public. As a natural consequence, as much as strong capital strength that company has, the advertisement can be made with high popularity-rated celebrity star. Only 3 participants liked to see celebrity on the video but they do not feel any envy.

✓This celebrity is famous with her fine skin and she probably put lots of

effort and money to take care of her beauty.

The 2<sup>nd</sup> question is about the relationship between the product's quality and celebrity's fame. The majority of respondents answered for second question that the positive imaged celebrity can lead people to get positive image toward product as well. 46 participants admit that there is strong influence, because the positive imaged celebrity can lead people to get interested to the product as well. Especially, individuals admired and liking celebrity can influence more successfully. Followings are the major opinion from respondents on question 2:

- ✓ I tried not to consider celebrity's fame, but they actually lead me to get trust and positive image so I want to buy the same product that they use.
- ✓ I think celebrity's fame can influence to brand's image and product.
- ✓ I think both brand and celebrity's image should be proportionally good and positive to consumer and that can lead consumer to consider product to buy.

Testing question 3, the desire to purchase after seeing this advertising message, the respondents reacted in two different ways toward [Advertisement type 2]. 18 of respondents showed their willing to purchase intention and strongly admired celebrity's beauty. Followings are the positive responses that some of 18 respondents answered in their diary:

- ✓ I intend to buy the product because the celebrity's fame seems to qualify the product.
- ✓ I want to buy the same product to imitate celebrity's home skin care. She

has admirable skin and beauty that I envy.

- ✓ I think there is something to be advertised by celebrity so I want to buy the same one.
- ✓ Rather than focusing on product, I was immersed in celebrity's face and beauty. I just want to buy it because of her beautiful face.

21 of participants showed negative perspectives on message and 14 of participants are worried about expensive price by celebrity's performance fee. Especially 14 of them admire and envy celebrity's face and her skin, but they expect the high price of the product and this is the biggest problem to consider. The negative comments that the respondents made in their diary after seeing the [Advertisement type 2] given:

- ✓ I don't believe that product can make her beautiful. It is insufficient evidence to show the effectiveness of the product.
- ✓ I want to buy it but I consider the price. Usually the price was very high.
- ✓ I believed commercial advertisement when I was young, but I now know celebrity invest lots of time and money for their beauty. Advertisement by celebrity is just for commercial business.
- ✓ I can trust the celebrity's advertising product but if the product is not good quality, which cause me to lose trust toward celebrity as well.
- ✓ The product becomes expensive when the advertising expense gets high with casting famous celebrity. I don't want to burden the advertising fee for celebrity.

The interesting common ideas in both pros and cons, the impression of celebrity is extremely important in commercial advertisement to appeal successfully to consumers. Consumers are attracted by celebrity's beauty with envy and affection first and turned their attention to the product that celebrity represents. Consumers envy and worship their star and eager to possess the same as their star. On the other hand, consumers at the same time penetrated the system of money and sponsorship for celebrity. Also, consumers differentiated from celebrity and appreciated celebrity is the existence as a role model for ordinary people to emulate. Therefore, lots of respondents on this experiment expected expensive price of the product after watching this advertisement message. Testing envy and effectiveness of celebrity was successful for this study, but advertisers need to improve practical money problem toward consumers. Additional comments said that consumers could not gain trust from this advertising message but they would like to research on the internet to see other public's perspectives on product before deciding purchasing intention. Therefore, proposition 1.1 which is containing strong stimulations of envy give positive effect to get interested in SNS marketing messages, is not successfully supported.

### **5.3 Advertisement Type 3. Ranking to test Inferiority**

This [Advertisement type 3] shows photos that have contained all products detail and comparative analysis of the product with emphasizing each product's positive and negative strength and weakness. This advertisement message is about comparing the cosmetic product; facial modeling mask, and analyzing each facial modeling mask in detail. The message introduces top 3 best seller products and



investigates each product to discriminate the best 1<sup>st</sup> grade product. The message classified in different perspectives; price, product formation, a process of making modeling mask, smoothness, peel-off, moisture ratio. Various Categories demonstrates each product one after another, so consumers estimate each product's quality. Each category marked with 5 stars and at the end, the overall grade pointed out the best product. According to [Advertisement type 3] message, the participants would come to know new products or learn more details about originally known product's information. In order to compare the product's various advantages, respondents realize about each product's impression. Especially, respondents who experienced any product that exposed on the message can understand easily and feel different emotions toward product depending on rank. In particular, the respondents who used inferior-ranking product would feel inferiority and dissatisfaction on product and would like to try out superior rank product.

Analyzing the data of the diary, following table is the number of participants' responses toward the message:

Question /Answer	Yes	Mutual	No
Q1	28	17	8
Q2	40	7	6
Q3	20	25	8

Table 5-3

The 1<sup>st</sup> question is about whether respondents feel inferiority when they found their favorite product is not on the first place on the rank, consumers replied differently into two. Depends on degree of satisfaction toward their original used product, consumers estimates the quality of the product and decide the future

buying behavior. When consumers experienced satisfying effect, they would like to buy the same but they did not experience any particular advantage, they easily agree to the inferior-ranked of their particular product and change their mind for future buying. Consumers showed strong interest in 1<sup>st</sup> rank product and slightly gained trust and curiosity about the product. 28 consumers would like to use the 1<sup>st</sup> ranked product and they would like to experience the same effectiveness. These are the interesting comments that 28 participants replied.

- ✓ There is a reason why most people did not like that particular product so I agree with this ranking message.
- ✓ Somehow I got bad impression toward inferior-ranked after seeing this advertisement message. It is quite probable that there is a certain reason to be in a low rank and I would agree with other people's opinion.
- ✓ I used the inferior-ranked product with no definite idea but I now am very agitated to other people's opinion. I guess I will no longer buy this inferior-ranked product.
- ✓ I don't want to use it anymore. I agree with the majority number of other people's opinion. There should be a definite reason that other people estimate it badly.

The majority of the respondents would like to buy the 1<sup>st</sup> rank of product in the future. Interestingly, 8 respondents said that the inferior-ranked of product did not give strong shame or dislike to consumers. Unexpectedly, 17 respondents can keep using when they felt the inferior-ranked product was suitable for them.

- ✓ If I liked this product, I will keep using until the end. However, I don't think I would buy it again, because I would like to experience the 1<sup>st</sup> ranked product.
- ✓ I will use this product if it was my favorite and suitable for me. I don't mind the rank.

2<sup>nd</sup> question is asking about whether respondents consider this kind of comparative analysis messages is helpful to judge the quality of the product. According to 2<sup>nd</sup> question's data analysis of the diary method, the respondents showed positive attitude toward [Advertisement type 3]. 40 respondents said that ranking message is helpful and informative for future buying behavior. Especially, the first rank product is appealing consumers to buy and experience the same as the advertisement message exposed. 7 of consumers did not want to rely on this kind of advertisement when they are making purchase decision, and 6 of consumers did not trust or interested in this advertisement. Therefore, followings are the majority's responses for answering question 2.

- ✓ I noticed this is an advertisement but this message will affect me when I decide to buy the new facial mask.
- ✓ There are various kinds of facial mask on the market so it is not easy to use everything and find the best one. Therefore, this kind of comparative advantage analysis would be very affected to make a buying decision.
- ✓ Through this informative message, I can easily select purchase decision without wasting money and time.
- ✓ This message would be very helpful to show all detailed analyzing

information of the facial mask so I can easily find good product. I really appreciated this message.

The third question about whether the respondents would like to buy the 1<sup>st</sup> ranked product in the future, the majority would have purchase intention. 20 of participants gained trust and definitely plan to buy the 1<sup>st</sup> ranked product. However, 25 of respondents understand this [Advertisement type 3] is for commercial purpose, but they strongly gained curiosity about the 1<sup>st</sup> ranked product.

- ✓ I know this message is advertising particular product, but the 1<sup>st</sup> ranked product attracted me
- ✓ I would like to buy the 1<sup>st</sup> ranked product at one time or another.
- ✓ I am interested in 1<sup>st</sup> ranked product and will purchase it. Even if I have not experienced any specificity, I would like to buy the 2<sup>nd</sup> ranked product also.
- ✓ I often purchased the 1<sup>st</sup> ranked product that exposed on any media of SNS advertisement.
- ✓ I believe 'word of mouth' and have purchase intention.
- ✓ If I need to purchase facial mask, I would consider the 1<sup>st</sup> ranked product the most.

Consumers are interested in exposed [Advertisement type 3], and gets curiosity about the products on message. They appreciated the message to gain the informative comparative analysis to learn both advantages and weaknesses of each product. Testing inferiority through this message was quite successful as a

marketing message because most of respondents showed interest in 1<sup>st</sup> ranked product. However, lots of respondents are flexible to change their mind and are fine to use the inferior ranked product as well. Consumers would finish using the inferior ranked product but they would buy the better product in the future. One of participants interestingly replied that “I gain trust about the information of inferior ranked product rather than superior ranked product”. This refers that [Advertisement type 3] is helpful to give enough information to make a future buying decision for consumers rather than stimulating the feeling of inferiority. Respondents did not feel low self-esteem or shame toward their inferior ranked product and they would come back to their original decision when they could not get good result from 1<sup>st</sup> ranked product. Consumers get disturbed mind with other people’s evaluation and pay attention to other’s opinion. However, at the same time, consumers do not hesitate to use the inferior ranked product because of public gaze. Respondents would like to see the majority’s opinion and imitate their experience, but they also keep in mind that the result would differ by individual. Therefore, proposition 1.2 which is disturbing the inferiority gives positive effect to get interested in SNS marketing messages, is supported.

#### **5.4 Advertisement Type 4. Direct exposed inferiority to test Inferiority**

[Advertisement type 4] is advertising social commerce application to test Inferiority. Through [Advertisement type 4], the two models performed the scene of conducting psychological warfare. In this video, a model walks in casual shirts and jeans and compares herself with another woman on the escalator. She is

checking out other woman who is dressed up sophisticated and she feels her outfit is miserable. In this situation, the feeling of Inferiority occurs, and the model is eager to buy the new clothes to overcome her negative feeling. This advertisement tried to show the social commerce application can find better clothes for her. This advertisement focused on self-monitoring to convince people to use their social commerce application to develop self-image. [Advertisement type 4] represented our society and how people are sensitive about their fashion. Inferiority is negative feeling but this advertisement tried to suggest their application to solve the problem and lead consumers to purchase intention.

Analyzing the data of the diary, following table is the number of participants' responses toward the message.

Question /Answer	Yes	Mutual	No
Q1	35	6	12
Q2	22	10	21
Q3	13	4	36

Table 5-4

The First question about concerning other people's thought about respondent's own fashion, 35 participants answered that they concerned the public gaze. This answer proved Korean society, especially Korean women, is very sensitive about their fashion. People showed their worries about falling behind others. Also, 6 of respondents answered that there is no need to fulfill other people's expectation but they are worried about rating themselves as worst dresser. Respondents said fashion is the way to express individuality but they could not ignore other people's thought and 12 of respondents said they tried not to care public gaze. Therefore,

followings are majority's opinions.

- ✓ I always tried not to fall behind and concern other's thought a lot on fashion.
- ✓ I concern public gaze. However, I honestly attentively check other people's fashion.
- ✓ I am worried about public gaze and I honestly concern other people's thought when I decide purchasing fashion product.
- ✓ I bother the public gaze. Also, I am often worried about my fashion when I meet my friends and concern their appraisal.
- ✓ A girl should be concern about fashion and public gaze.

The 2<sup>nd</sup> question asked to measure effectiveness of [Advertisement type 4] with expressing inferiority through message and advertised the social commerce application to resolve the uncomfortable feeling. 22 of respondents said this advertisement is quite interesting and delivered the message well. 10 of respondents also admitted this [Advertisement type 4] was very interesting to capture eyes, but people did not receive message positively because of stimulating inferiority. Also, 21 of respondents showed strong uncomforted feeling and criticized about this advertisement's purpose. Respondents understand the advertisement message well but on the other hand, people sensitively react to question 2. People seem bothering to admit their inferiority and feel antipathy to the word "Inferiority". The advertisement message delivered well itself but emphasized the feeling of inferiority make participants feel uncomfortable. Therefore, followings are the comments that respondents criticized about the

advertisement with uncomfortable mood.

- ✓ I don't want to compare myself with others. I did not know this message is expressing inferiority before I read the question but after I understand the experiment, I don't feel comfortable.
- ✓ It would be better to verbalize envy and admiration rather than using word "Inferiority" to explain the message. However, the advertisement message itself performed well. I usually get curiosity about other people's garments.
- ✓ The scenario in the advertisement is described our society well but personally don't like to see this kind of stimulating psychology of competition.
- ✓ The message tried to build the image of woman negatively. Women don't obsess on concerning the fashion all time, but this message tried to create bias against woman. This makes me feel offensive.
- ✓ I don't think this advertisement did not appeal well with expressing inferiority. I think envy and self-improve is the right feeling to express on this message.
- ✓ I agree with this advertisement and I experienced to get curiosity about other people's fashion. However, I don't think inferiority is not related to explain this advertisement message.

The third question about asking the intention to use this social commerce application after watching this advertising video, 36 of people respond negatively. 13 of consumers estimated this advertising idea was novel and fresh because this



advertisement contains the ordinary life. However, after knowing this advertisement is set to test the inferiority for experiment, the awareness has arisen unpleasant and offensively. Overall advertisement contents attracted respondents to concentrate but the message could not impact them to use the social commerce application. People made comments that emphasizing positive image would be better to advertise. Followings are the comments that respondents made in their diary after seeing [Advertisement type 4] given:

- ✓ I don't think this advertisement convinced me to get curiosity about their social commerce application.
- ✓ I think this advertisement should contain information about effective way to use this application successfully. Or, it would be better to contain any events or sales to attract consumers.
- ✓ I think this advertisement should contain other emotions rather than emphasizing inferiority. The company should build the positive image through advertisement, but this advertisement showed inferiority and tried to give the solution. I think the company targeted wrong psychological factor.
- ✓ The negative emotion can easily attract audience to concentrate but this advertisement could not offer successful solution or resolve to remove the negative emotion, either.
- ✓ This advertisement gave me unpleasant feeling. We are living in "age of self-expression", but this advertisement is falling behind the period. I want to see the advertisement with emphasizing confidence.

[Advertisement type 4] is successfully performed how people check other people's fashion and lead to feel sympathy with this advertisement. However, this advertisement is not successful message because it gave negative feeling and uncomfortable thoughts toward social commerce application. The feeling of inferiority is the ordinary emotion that people can feel easily but people do not want to mention about this feeling. Respondents showed quite negative feeling toward the message and did not want to accept their inferiority. Consumers wish to see positive emotions exposed on message and wish to see self-improvement and confidence on message. As one of respondents commented, the company need to build the positive image so the advertisement need to contain positive atmosphere to attract consumers. Therefore, emphasizing feeling of Inferiority is very hard and sensitive to handle as advertising element. Therefore, proposition 1.2 which is disturbing the inferiority gives positive effect to get interested in SNS marketing messages, is not supported positively.

## **5.5 Advertisement Type 5. VIP to test Superiority**

[Advertisement type 5] is exposed the message only for special guest and see how consumers react to their status. This type of message is about participating event for offering special gift for VIP group. The company is cosmetic brand and it grade consumers by their spending. This advertisement is designed simple and clear to explain the event only for VIP group and this message exposed thankfulness to VIP. Even though, the message did not expose any cosmetic product that company offer or any video to advertise any product, consumers would like to participate in the event pleasantly. Consumers feel superiority and

confident about getting the message from company and satisfy how company treat them as VIP. [Advertisement type 5] explained how much money and effort that consumers spend and come in to VIP group. Also, the message highlights VIP group and praise their achievement. According to this message, we expect consumers feel superiority to their status and happy to spend lots of money to be in VIP group continuously.

Analyzing the data of the diary, following table is the number of participants' responses toward the message.

Question /Answer	Yes	Mutual	No
Q1	37	3	13
Q2	38	7	8
Q3	51	0	2

Table 5-5

According to the data analysis of the diary method, the 1<sup>st</sup> question asked about consumers purchase product for upgrading to VIP. 37 of respondents answer that they have experienced to purchase products for upgrading their class to VIP. Respondents would like to get special benefit as a VIP. 3 of respondents said they do not concern about the level of the class but they would spend money where they receive the benefit later. Also, one of respondents said that she would maintain her grade not to get lower with spending money regularly. 13 of respondents did not get interested about the VIP status. Once they got in VIP level, they want to keep up their superior grade and dignity. Consumers love to maintain their dignity and happy to recognize as “Very Important Person”. Therefore, followings are the major opinion about leveling up to VIP group.

- ✓ I usually am looking for the cheapest price of the product but if there is no big difference, then I spend my money that can be contributed to my grade.
- ✓ As much as my grade is getting higher, I can get lots of benefit so I would like to contribute for my grade.
- ✓ If I can be in VIP, then I would like to spend my money for future benefit.
- ✓ If the company offers great benefit, then I spend my money for it.
- ✓ I buy unexpected goods for upgrading my status.
- ✓ I've never purchased product only for upgrading my status, but I definitely consider purchasing more product if I am almost taken down my grade.
- ✓ I have experienced to purchase product just for accumulating points for getting future benefit, not for upgrading my level.

The 2<sup>nd</sup> question is about asking the psychological changes after getting special VIP message. 38 of respondents shows positive attitude toward the message and feel pride about being admired as VIP. 7 of respondents believed that they deserve to receive the reward and 8 of respondents did not have any regard. The majority of consumers are happy to get privilege and this benefit leads consumers to feel pride and confident. They think the position of VIP is to be rewarded about their spending and be appreciated their contribution from company. Therefore, followings are the comment from consumers who are happy to be recognized as cherish guest.

- ✓ I feel pride when the company offers great benefit as VIP.

- ✓ I am so honored to be VIP and feel confident with this message.
- ✓ I am happy to get benefit rather than considering as VIP.
- ✓ I feel nice to get privilege as VIP and be rewarded my commitment.
- ✓ I am happy to be served as valuable person.
- ✓ The name of VIP gives me superiority and happy to be recognized special.

The 3<sup>rd</sup> question is about intention of participation after getting [Advertisement type 5] message. As much as this message already presented the message to VIP to participate the event, 51 of respondents are willing to join in cheerfully. When consumers are already being honored as VIP, they do not hesitate to involve in any event. Only 2 of consumers did not eager to participate because of their laziness. The exposed message is only for VIP and consumers are attracted to the fact of exclusive message. Consumers expect the benefit for VIP would be greater and special.

- ✓ I would like to participate to this event after receiving this message. This is one of my right and benefit as VIP.
- ✓ I will participate in before my credit rating is dropped.
- ✓ I definitely will participate in event because any other class could enjoy like this beneficial event as VIP group. I am happy to be appreciated as VIP.
- ✓ I will! This event is for special guest and exclusively offered for VIP. This event would be different to other promotion so it would offer me better benefit.

- ✓ I would like to purchase more if there is any discount or benefit offered.

Through [Advertisement type 5], consumers react positive to be admired as VIP. Consumers desire to be VIP and gain high purchase intention by level of hierarchy. Consumers are willing to purchase to accumulate the point for future benefit and they also are happy to upgrade their level. Especially, when consumers are just prior to be VIP, they strongly mean to spend more money to achieve the position. Consumers feel superiority with position of VIP and actively contribute their loyalty. Therefore, proposition 1.3 which is accentuating high superiority of the product give positive effect to get interested in to SNS marketing messages, is strongly supported.

## **5.6 Advertisement Type 6. Direct exposed Superiority to test Superiority**

This [Advertisement type 6] is consisted of interview format with one model to express her superiority and she reviews the exposed product. In order to see the performance of model who is arrogant and expressing strong superiority, consumers get curiosity about the exposed product on the advertisement. Model in the video described herself who only use luxurious product and spent lot of money for possessing high-quality. During the video, model shows rude attitude and shows off her superiority but after testing the exposed product, she admits the product's quality. This advertisement tries to show how their product is contained high-quality with understandable price and also have confident to convince any kinds of customers. The model proves the fine quality and says the certain product

is enough to compare with luxurious product. This advertisement makes audience feel uncomfortable but at the same time, the superior customer can convince audience to get curiosity of the product. Through [Advertisement type 6], this experiment examines how consumers vacillate in superior possession and desire to be superior.

Analyzing the data of the diary, following table is the number of participants' responses toward the message.

Question /Answer	Yes	Mutual	No
Q1	7	3	43
Q2	6	4	43
Q3	6	7	40

Table 5-6

According to the data analysis of the diary method, the 1<sup>st</sup> question is about asking the effectiveness of model's performing image on advertisement. However, this advertisement rouses consumers' antipathy and displeasure. 43 of Respondents show strong repulsion toward model and her arrogant behavior in the video. 3 of consumers disregard this advertisement as over-displayed without any profit and 7 of consumers are interested in. This message is concentrated on expressing the image of superiority by model but is failed to express superiority of the product. Model's superiority is expressed by arrogant behavior but her attitude could appeal well. Followings are the majority opinion of respondents about question 1.

- ✓ This advertisement tried to devaluate domestic brands but that makes me feel uncomfortable.

- ✓ This advertisement inversely makes me feel dislikable about product. Excessive acting performance did not successfully appeal consumers to get interested in product.
- ✓ “High maintenance woman” or “Luxury woman” is very sensitive to be titled and very unpleasant to be imaged. Therefore, I could not understand to use this titled woman in the advertisement to appeal the product.
- ✓ I don’t like to see the image of luxury lover because I already have unfavorable feeling to extravagant people.
- ✓ Negative imaged woman could not give positive impression. So I feel uncomfortable while I watch this video.
- ✓ I don’t understand what this advertisement expects to create the image of the product through this video. Personally, this message was very inefficient to advertise the product.

2<sup>nd</sup> question is about the luxury-brand lover model captured respondents attention and advertise the product well. Unfortunately, 43 of respondents could not trust the model as high-maintenance woman who only uses luxury brand’s high quality product. Consumers regard this advertisement is overly artificial and create unpleasant feeling. Only 6 of participants liked this advertisement, and 4 of participants got interested about the product apart from the model. Therefore, followings are the majority opinion of respondents about question 2.

- ✓ Model in the video did not explain any advantage of luxury-brand product and she suddenly liked exposed product more than luxury-brand product.



This advertisement has no credibility.

- ✓ Model performing as luxury-brand lover is very misogynistic expression.  
So I am very repulsed by this advertisement.
- ✓ It would be better to compare exposed product and luxury-brand product.  
Focusing on superior-imaged model is not effective to appeal.
- ✓ This advertisement should focus on emphasizing the superiority of the product rather than focusing on model.

The 3<sup>rd</sup> question is about the effectiveness of advertising the product's superiority. 6 of respondents feel sorry about estimating the message negatively. Also, 7 of respondents were interested in the product but they wished to change the advertisement message to concentrate on the product. Therefore, 40 of majority showed strong antipathy about this [Advertisement type 6].

- ✓ It would be better to see the advantage of the product mainly. Direct superiority expression of the model was not successful.
- ✓ Do you really think this luxury imaged woman is helpful to advertise the product? I did not get any pleasant information about the product or any positive impression.

This [Advertisement type 6] could not deliver any advantages of the product. Consumers concentrated on the model performance in the video and feel unpleasant about whole contents of the advertisement. The superior character was not attractive or believable. Most respondents focused on how the model acted as arrogant and rude rather than focusing on the product. Therefore, proposition 1.3

which is accentuating high superiority of the product give positive effect to get interested in to SNS marketing messages, is not supported for this message.

## 5.7 Advertisement Type 7. Limited Edition to test Scarcity

This [Advertisement type 7] is exposed the message from luxury cosmetic brand to advertise limited edition version of product. The message is one simple poster format to expose the product by model. According to this picture, consumers would be fascinated by beautiful product design and feel nervous to miss the chance to possess. Consumers think this limited edition product is very scarcity and this product can give pride and happiness when they purchase it. Limited edition is usually fascinated consumers to buy, even though the product renewed with special design without any advanced quality. Consumers also could do impulse buying because of high value in scarcity. Therefore, this experiment examines consumers would get purchase intention by reason of limited edition.

Analyzing the data of the diary, following table is the number of participants' responses toward the message.

Question /Answer	Yes	Mutual	No
Q1	44	5	4
Q2	33	9	11
Q3	42	4	7

Table 5-7

According to the data analysis of the diary method, the 1<sup>st</sup> question is asking

about whether consumers favor Limited edition product and feel pride with possessing one. 44 of respondents agree with happiness by exclusiveness. People are satisfied with possess something special and unique. Also, people feel superiority and pride from limited edition product. Also, 5 of respondents have never bought the limited edition product but they have lots of interest about it. 4 of respondents answered that limited edition is unnecessary expense. Consumers concentrate on showing off their superiority and product's exclusiveness rather than consider product's quality. Followings are the major opinion about the limited edition.

- ✓ I am satisfied to possess exclusive product. Uniqueness and exclusiveness give me pride.
- ✓ I am happy to possess something that others couldn't, and I feel I am trendsetter.
- ✓ I feel pride when people ask me about the product and that makes me feel exclusive.

2<sup>nd</sup> question is asking about whether consumers want to buy the limited edition product without any necessity. 33 of Consumers would like to purchase limited edition without considering the quality of the product, but 11 of consumers hesitate to buy the limited edition with high price. 9 of respondents answered that they are willing to possess exclusiveness, but their decision is depending on the proper price. When the limited edition version product is released without raising extra price, consumer would definitely buy the exclusive product. Followings are the comments about concerning the price of limited edition.

- ✓ I purchase limited edition even if I don't need it right now. I just rationalized myself to purchase it for future use even though, it is expensive.
- ✓ If the limited edition product is suitable price, I definitely like to buy it. I already have experienced to possess before.
- ✓ I really wanted to buy the limited edition but I considered the price.

3<sup>rd</sup> question is asking about whether consumers would buy the limited edition product if there is a limited-time and limited-quantity. 42 of Respondent are influenced to the required limited condition and stimulated to purchase limited edition. Consumers strongly would like to buy the limited edition when the quantity and time is limited. Consumers feel more value of scarcity and expect to get strong superiority when they possess one. Only 7 of respondents did not get any interest, and 4 of respondents hesitated to make a decision. Followings are the major ideas of limited edition.

- ✓ My purchasing need is increased when favorite brand or celebrity collaborate limited edition.
- ✓ Especially, I would like to purchase collaboration piece because it gives me strong superiority.
- ✓ I am worried about sold out within time and quantity so I strongly eager to buy limited edition.

According to [Advertisement type 7] message, consumers are quite interested in

limited edition, especially when their favorite or familiar product is produced limited edition version. Consumers feel confident and satisfaction when they possess the limited edition, and they desire to be envy by their friends. Consumers sufficiently understand that limited edition product usually renews to special designs rather than renovates the quality of the product. Consumers favor beautiful external appearance and cherish it. However, respondents consider rising price when limited edition is produced. Usually, consumers get interested in Limited edition product but they spontaneously hesitate to purchase because of high-priced. Therefore, proposition 1.4 which is accentuating high scarcity of the product give positive effect to get interested in to SNS marketing messages, is supported for this message.

## **5.8 Advertisement Type 8. Order of Arrival to test Scarcity**

[Advertisement type 8] is exposed event message to participate with limed time and quantity to test scarcity. By order of arrival, consumers can buy the limited product. This order of arrival makes consumers to participate aggressively without second thought. Consumers feel nervous to lose chance and hurry to be part of limited number of people. Consumers satisfy themselves and name themselves diligent and wise customer. Even though the product is nothing special, the scarcity stimulates consumers to buy for future. Consumers satisfy to be in limited number and possess the scarcity. This advertisement explains how this product is effective and popular, and then it also reminds to buy the product as soon as possible before sold out. The message emphasizes the limited time and quantity to lead consumers

get purchase intention.

Analyzing the data of the diary, following table is the number of participants' responses toward the message.

Question /Answer	Yes	Mutual	No
Q1	38	7	8
Q2	24	7	22
Q3	27	3	23

Table 5-8

According to the data analysis of the diary method, the 1<sup>st</sup> question is about the anxiety toward limited quantity. Majority 38 of respondents agree to feel nervous to lose the chance to get good products. Consumers are afraid to be sold out and easily get desire of impulse buying. 7 of consumers did not get any anxiety because they did not have enough information about the product. 8 of consumers said that the advertisement message is a trick to tempt consumers to buy. Followings are the majority opinion of respondents about question 1.

- ✓ I feel nervous and rush to buy the product especially when my favorite product is selling with limited quantity.
- ✓ Usually advertisement did not mention remain amount so I think it tries to encourage people to feel anxiety. However, I am the one who immediately purchase product before sold out.
- ✓ You can never know when this product is sold out and not available anymore.

2<sup>nd</sup> question is asking whether people have experienced to participate in any special offering event without necessity. Testing the desire to purchase after seeing this advertising message, 24 of consumers do impulse buying and expect to use it someday. Other 7 consumers do not want to buy unnecessary product but they also are interested in the product when it is on sale or have special design on external appearance. 22 of respondents, who did not have any information about the exposed product on the message, did not get interested to get purchase intention. On the contrary, consumers who already know about the product, they easily get desire to buy.

✓ I usually buy the familiar product when there is a special chance to purchase but I rather buy unknown product.

3<sup>rd</sup> question is asking about purchase intention after watching exposed message. 27 of respondents would like to buy the product and 23 of respondents hesitate to buy it for future. 3 of respondents want to participate in the event depends on the product. However, consumers criticized this advertisement, because this message only exposed the limited time with limited quantity. However, it did not contain any sufficient information about the product. Followings are the reasons that consumers would participate in this event.

- ✓ If the exposed product is my steadily using one, I would like to buy beforehand.
- ✓ I feel like I will need this product in the future, so I will buy it.
- ✓ Reasonable price is enough to do impulse buying.

- ✓ I am afraid to desire this product later after missing this event, and spend more money. I would buy it now.

[Advertisement type 8] is exposed the message about the special event to offer limited quantity of product with limited time. Consumers easily concentrate on the message and eager to purchase the product before it all sold out. However, some of respondents commented that this advertisement is provocative and easy to capture the eyes but is not exposed any sufficient information about the product. Therefore, when consumers easily feel nervous about losing chance to purchase limited amount of remaining product, they go ahead to purchasing behavior. Others do not get purchase intention. Therefore, proposition 1.4 which is accentuating high scarcity of the product give positive effect to get interested in to SNS marketing messages, is partly supported for this message.



## **Chapter 6. Discussion**

### **6.1 Theoretical implications**

For understanding consumer's consumption, this study adopted Leibenstein's theory (1950) to define the relationship between the social effects and the buying behavior. In order to understand the social effects, this study classified several psychological emotions related to each social phenomenon and examined which emotion has influence on consumer successfully. This study aims to define most significant psychological factor to advertise the product efficiently. Also, this research experiment is designed with existing Facebook marketing messages exposed to analyze consumer needs. This study categorized each psychological factor that applied on the advertising messages with displaying several different ways. Through qualitative research, this study analyzed the advantage and weakness of different emotions and how these psychological factors are related to social phenomena and further more intend to consumers' buying behavior. This research is experimented for 20s-30s general middle class women to examine similar aspect of the conspicuous consumption based on Leibenstein's theory (1950). General middle class also present both Bandwagon and Snob effect on their buying decision.

Testing the Bandwagon effect, envy and inferiority are the psychological factors to stimulate consumers to concern their status and approach purchase intention. The exposed Facebook messages are advertised by SNS star and celebrity to

motivate envy. However, consumers recognized SNS stars are more familiar and enjoy imitating them. SNS stars refer to a person who is a trendsetter and admirable figure to imitate for self-improvement. Facebook stars create their own content within Facebook and play a role as one person media. They have numerous followers on their page and they easily become a role model to ordinary people. SNS stars are experienced a bit earlier and share their comments and reviews. Therefore, people gain lots of information and the trust about the product. Therefore, psychological factor, envy, is occurred for self-improvement and it leads to purchase intention.

Unlike SNS star, celebrities are considered as special people in different world. People have prejudice against celebrities and easily estimate celebrity arbitrarily. Therefore, celebrities' positive image is the most important element for advertisement. People rather feel envy, but they worship celebrity and admire them. This reaction was different from SNS stars. Celebrities easily attract people to concentrate on the message but they also have an image to cast for commercial outcomes. Consumers reply that celebrity's reputation is not directly related to estimate the product's quality. Celebrity's fame can appeal consumers to get curiosity and lead to purchase intention but their fame could not judge particular product's quality. Celebrity can appeal to pay attention to advertisement and imprint the existence of the product. However, it is not possible to build the loyalty toward the brand and product through celebrity's fame. Also, celebrity's exclusiveness makes consumers to concern about the price rather than the quality of the product. Therefore, it is not easy to give positive image or trust about advertising product. Consumers do not disturb celebrity's fame to make purchase

decision. Consumers wisely research other people's opinion and collect more data about the product before purchasing behavior. Consumers want to consider the suitable price and the popularity of the product.

For testing inferiority linked to Bandwagon effect, consumers care other people's opinion and follow the flow. Consumers deeply absorb the majority's opinion and get trust. They desire to experience same effectiveness and easily get inspire from general opinion. Especially referring to [Advertisement type 3], consumers satisfy with gaining information and comparative analysis through ranking system. In order to expose each product's advantages and weaknesses on advertisement message, consumers rather recognize this message as commercial advertisement. However, they appreciate of knowing informative data. People consider objective opinions from majority of other people and gain trust about the product. Especially, consumers plan to purchase the 1<sup>st</sup> ranked product in the future. People want to experience the same with using better product, and they also want to do comparative analysis for their own. However, consumers did not feel strong inferiority and they also can go back to inferior ranked product anytime. However, they easily concentrated on high-priority.

Testing Snob effect, this research proposed two psychological factors, Superiority and Scarcity, and examines how consumers desire to satisfy their vanity. People desire to achieve respect and confidence. Unlike the consumers who participate on conspicuous consumption, general middle class shows off their superiority with concerning their proper financial condition level. Especially, respondents react positively to the message only for VIP guest. VIP is strong

stimulant to offer honorable state to feel superiority. This psychological factor is the most influential emotion to stimulate consumers to purchase intention. VIP equates to superiority and consumers cherish this social position. People are embarrassed to show off but VIP is the way to prove their high status. Consumers are happy to be treated well and they easily desire to expend more to show their dignity and loyalty to brand. Also, consumers have positive mind to upgrade their status so it is important to treat consumers well by social position and offer lots of special benefits. This encourages consumers willing to be part of higher hierarchy.

Testing scarcity linked to snob effect, consumers do not hesitate to seize the chance. Both [Advertisement type 7] and [Advertisement type 8] messages lead consumers to get purchase intention successfully. Limited edition, limited quantity, and limited time also quite a bit influence consumers to get purchase intention. Limitation makes consumers to feel anxiety and fear to lose special chance. Therefore, they also could expect how much they would feel superiority when they possess. All consumers have concern is the price. If company offers suitable price, then consumers are willing to buy the exclusiveness.

However, directly exposed emotion on [Advertisement type 4] and [Advertisement type 6] are criticized severely from respondents. Respondents admit both inferiority and superiority feelings can occur but they are not comfortable to talk about directly performed in each advertising video. People consider public gaze and sometimes like to show off their superiority. However, people feel shame to estimate nakedly aggressive emotions. Consumers prefer to receive positive impression from advertisement. According to both [Advertisement

type 4] and [Advertisement type 6] messages, people consider their own fashion and spontaneously compare with others but they do not want to be called extravagant woman. Therefore, exposing direct emotions need to beware to apply on the advertising message.

This study provides the effective psychological emotions that lead to social phenomena, Bandwagon effect or Snob effect. Each psychological emotion is tested twice with different exposing factors on message and each message entice consumer to make the buying decision. This research is focused on identifying psychological emotions on Facebook message and how these emotions attract consumers to get interested in advertisement. Furthermore, this experiment suggests how psychological factors should be described in advertisement well to stimulate consumer's purchase intention. For testing bandwagon effect, SNS star and ranking system are efficient consumers positively to decide their buying behavior. For testing snob effect, consumers prefer to be treated specially as VIP, or grab an exclusive chance like possessing limited edition product or being high in scarcity. Therefore, as proposition 2, significant interest on SNS marketing messages can influence on consumer's purchase intention is partly supported. Each emotion could bring consumers to think their future buying, therefore it is important to create suitable marketing message.

## **6.2 Conclusion, limitations and future research**

This study proposed the relationship between psychological emotions and social

phenomena in consumer's purchasing behavior. This research studies how each psychological factors are presented on existing Facebook marketing messages and finds the causal relationship with social phenomena. Each psychological factor interacts social phenomena and this also causes consumers to get desire of possess. This research is embracing Leibenstein's theory (1950) to understand the social effects and consumer's conspicuous consumption and experiment same social effects to general consumers.

According to this research, consumers expose proper amount of envy to maintain themselves in same position with others. Also, consumers sometimes try to appear their high self-esteem and confidence. Consumers constantly do self-monitoring and improve their appearance with purchasing goods. Psychological factors are important source to stimulate purchasing behavior but it needs to be careful to expose proper limit. This research especially investigates actual ongoing Facebook marketing messages with several different styles of emotions present. However, the present exposed messages could be studied but it is not precisely investigating the effective psychological factors. Also, since the lack of clothing marketing message, this experiment implemented with beauty cosmetic product advertisement. Through qualitative research, each factor's advantages and weakness defined in detail and see how consumers react. This study will be the basic step to study the interaction between human emotions and social phenomena and further more how it relates to purchasing behavior. We hope this study is helpful to create effective advertisement with applying psychological factors wisely.

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## 국문초록

과학발전의 과속화와 IT산업의 발전으로 소셜 네트워크 서비스 (Social Network Service: SNS)가 활성화됨에 따라 패션산업 또한 새로운 마케팅 커뮤니케이션 수단으로 활용되고 있다. 이미 럭셔리 패션 브랜드는 소셜 미디어를 통하여 소비자들과의 관계를 형성, 강화하였으며 긍정적인 이미지를 구축하고 있다. (Kim, Ko, 2011) 이에 본 연구는 소셜 네트워크를 통하여 나타나는 소비자 심리와 그로 인한 사회적 현상의 관계를 연구하고자 한다. 이러한 목적을 달성하기 위해 본 연구는 선행연구를 바탕으로 심리적 감정요소들을 도출하고 각 심리적 요인들이 사회적 현상과 어떠한 관계가 있으며, 더 나아가 소비자 구매욕구에 어떠한 영향을 미치는지 알아보하고자 한다.

본 연구는 이론적 고찰과 라이벤스타인 (H. Leibenstein)의 비기능적 수요효과 (Leibenstein, 1950) 라는 이론을 바탕으로 밴드웨건 효과, 스놉효과, 베블런효과를 도출하였으며 선행 연구를 통하여 사회적 현상과 소비자 심리에 밀접한 관계가 있음을 분석하였다. 하지만, 대부분의 선행연구는 소비자들의 과시적 소비현상에 초점을 맞추어 높은 수준의 재력을 소유한 소비자들을 집중 대상한 연구가 많은 실정이다. 이에 본 연구는 선행 연구결과와 이론을 바탕으로 평범한 소비자들의 소비패턴에도 같은 심리가 작용하여 사회적 현상을 따라 패션제품에 대한 구매의도에 유의한 영향을 미치는지 규명하고자 한다.

이에 본 연구는 다이어리 조사 연구방법을 통하여 질적 연구를 하고자

한다. 다이어리 조사 방식은 평소 Facebook을 사용하는 이용자들을 대상으로 매일 그들의 생각과 반응을 작성하게 함으로써 실험자들의 진실된 생각을 유도하고자 한다. 본 연구는 선행연구를 따라 가장 활발하게 활용되고 있는 Facebook을 소셜 네트워크 서비스 메시지를 도출하는데 사용하였다. 메시지는 패션 관련 아이템들의 광고 메시지들로 선정하였으며, 각 메시지들은 소비자들의 흥미를 유발할 수 있는 다양한 콘텐츠와 다양한 표현 방식으로 구성되어 있다. 선행연구결과를 바탕으로 소비자 심리적 요인을 질투, 열등감, 우월감, 결핍으로 분류하였으며, 각 심리적 요인들이 어떠한 사회적 현상에 영향을 미치는지 연구하였다.

연구결과, 4가지의 심리적 요인들은 사회적 현상과 영향관계가 성립되며, 더 나아가 소비자들의 구매의도를 이해하는데 유의한 영향을 미치는 것으로 나타났다. 소비자들은 끊임없이 자기 점검과 자기 개선을 게을리 하지 않았으며 이로 인한 심리적 욕구를 통하여 구매행동에 영향을 미치는 것으로 나타났다. 또한 각 심리적 요인들이 어떠한 방식으로 표현되냐에 따라 소비자들의 반응이 크게 달라졌으며 소비자들은 마케팅 메시지를 통하여 긍정적인 흥미를 유발을 선호하였다. 이에 본 연구를 바탕으로 패션 기업은 소비자들의 심리적 요인을 파악하고 SNS 마케팅 메시지에 잘 활용할 수 있는 연구 기반이 되기를 기대한다.

주제어: 밴드웨건 효과, 스넵효과, 질투, 열등감, 우월감, 결핍, 구매의도  
학번: 2016-21684

